

WHAT IS CLAIMED IS:

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1. A method for using predictive models within a computer-implemented business analysis environment, comprising:

- 5 (a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model that previously-built by a model-building mechanism in a data mining system; and
- (b) generating output for the segment from the predictive model in the form of measure values.

10 2. The method of claim 1, wherein the derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in a workflow, and the elements are selected from a group comprising a segment, a filter, a measure and a function.

15 3. The method of claim 2, wherein the application template is constructed in a visual programming environment.

4. The method of claim 2, wherein the application templates can be reused and/or modified by users.

20 5. The method of claim 2, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

6. The method of claim 2, wherein a filter defines one or more attribute constraints applied to a segment.

5 7. The method of claim 2, wherein a profile is a labeled collection of attributes of a segment.

8. The method of claim 2, wherein a measure is an expression applied to a segment.

9. The method of claim 2, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

10. The method of claim 9, wherein operations upon the objects are translated
15 into SQL statements that access corresponding tables and columns in a relational database.

11. The method of claim 1, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

20 12. The method of claim 1, wherein the predictive model comprises one or more statements executed by a database management system.

13. The method of claim 12, wherein the statements access data stored in the database management system.

14. The method of claim 1, wherein the model building mechanism comprises
5 an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

15. A computer-implemented system for using predictive models within a computer-implemented business analysis environment, comprising:

10 (a) means for applying a derived measure against a segment, wherein the derived measure comprises a predictive model that previously-built by a model-building mechanism in a data mining system; and

(b) means for generating output for the segment from the predictive model in the form of measure values.

15 16. The system of claim 15, wherein the derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in a workflow, and the elements are selected from a group comprising a segment, a filter, a measure and a function.

20 17. The system of claim 16, wherein the application template is constructed in a visual programming environment.

18. The system of claim 16, wherein the application templates can be reused and/or modified by users.

19. The system of claim 16, wherein a segment is a grouping of data elements
5 from a database organized about one or more attributes.

20. The system of claim 16, wherein a filter defines one or more attribute constraints applied to a segment.

21. The system of claim 16, wherein a profile is a labeled collection of attributes
10 of a segment.

22. The system of claim 16, wherein a measure is an expression applied to a
segment.
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23. The system of claim 16, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

24. The method of claim 23, wherein operations upon the objects are translated
20 into SQL statements that access corresponding tables and columns in a relational database.

25. The system of claim 15, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

26. The system of claim 15, wherein the predictive model comprises one or more statements executed by a database management system.

27. The system of claim 26, wherein the statements access data stored in the database management system.

28. The system of claim 27, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

29. An article of manufacture embodying logic for using predictive models within a computer-implemented business analysis environment, the logic comprising:

(a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model that previously-built by a model-building mechanism in a data mining system; and

(b) generating output for the segment from the predictive model in the form of measure values.

30. The article of manufacture of claim 29, wherein the derived measure is invoked within an application template, the application template comprises a sequence of elements linked together in a workflow, and the elements are selected from a group comprising a segment, a filter, a measure and a function.

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31. The article of manufacture of claim 30, wherein the application template is constructed in a visual programming environment.

32. The article of manufacture of claim 30, wherein the application templates can be reused and/or modified by users.

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33. The article of manufacture of claim 30, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

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34. The article of manufacture of claim 30, wherein a filter defines one or more attribute constraints applied to a segment.

35. The article of manufacture of claim 30, wherein a profile is a labeled collection of attributes of a segment.

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36. The article of manufacture of claim 30, wherein a measure is an expression applied to a segment.

37. The article of manufacture of claim 30, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

5 38. The method of claim 37, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

39. The article of manufacture of claim 29, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

10 40. The article of manufacture of claim 29, wherein the predictive model comprises one or more statements executed by a database management system.

15 41. The article of manufacture of claim 40, wherein the statements access data stored in the database management system.

20 42. The article of manufacture of claim 29, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.